

Attorney Docket No. 52719.00009  
(formerly 19608-000230US)

**AMENDMENT TO THE CLAIMS**

Please cancel claims 1, 12 - 15, 20, 30 and 38 without prejudice. Please amend *EXISTING* claims 2 - 6, 11, 21 - 22, 24, 29, 31- 33 and 39 - 42. Please add new claims 43 - 55:

We Claim:

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1. (Cancelled)

2. (Currently Amended) The computer program product of claim ~~139~~ further comprising code for generating a customer profile report and wherein the information comprises business performance measures, and wherein:

code for creating at least one first dimension table further comprises:

code for creating a customer profile hierarchy; and

code for creating at least one fact table further comprises:

code for aggregating said business performance measures according to said customer profile hierarchy.

3. (Currently Amended) The computer program product of claim ~~139~~ further comprising code for generating an operation report, and wherein the information comprises business performance measures, and wherein:

code ~~for~~ creating at least one fact table further comprises:

code for aggregating said business performance measures; and

code for filtering said customer profiles.

4. (Currently Amended) The computer program product of claim ~~139~~ further comprising code for generating a customer behavior report, and wherein the information comprises customer records, and wherein:

code for creating at least one first dimension table further comprises:

code for creating a at least one of a plurality of customer profiling dimensions based upon the at least one of a plurality of customer profile groups received; and

code for creating at least one fact table further comprises:

code for aggregating customer records based on said at least one of a plurality of customer profiling dimensions.

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5. (Currently Amended) The computer program product of claim 439 further comprising:  
code for creating a list of customers for each one of the plurality of customer profile  
groups;  
code for creating at least one intermediary data structure to manage the list of customers;  
and  
code for creating customer classification components in a meta model for each customer  
profile group.

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6. (Currently Amended) The computer program product of claim 439 wherein said  
information comprises at least one of telecommunications information, financial  
information, retail marketing information, insurance information, and health care  
information.

7. (Cancelled)

8. (Cancelled)

9. (Cancelled)

10. (Cancelled)

11. (Currently Amended) ~~A The computer program product of claim 39 for analyzing  
information in at least one database, said computer program product comprising: wherein~~  
code for receiving a definition of at least one of a plurality of customer profile groups  
further comprises;

code for creating a list of customers for each one of the plurality of customer profile  
groups; and

code for creating customer classification components in a meta model for each customer  
profile group;

~~code for receiving input indicating at least one quantity of interest in the information;~~

~~code for receiving a definition for a data model;~~

~~code for dynamically creating at least one generated database based upon the data model  
and the quantity of interest, further comprising;~~

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~~code creating at least one first dimension table based upon the data  
schema and the quantity of interest; and  
code for creating at least one fact table based upon the data schema, the  
quantity of interest and the information;  
code for displaying at least a portion of the dynamically generated database; and  
a computer readable storage medium for holding the codes.~~

12. (Cancelled)

13. (Cancelled)

14. (Cancelled)

15. (Cancelled)

16. (Cancelled)

17. (Cancelled)

18. (Cancelled)

19. (Cancelled)

20. (Cancelled)

21. (Currently Amended) The computer program product of claim ~~20~~ 29 wherein said first data schema comprises a star schema.

22. (Currently Amended) The computer program product of claim ~~20~~ 29 wherein virtual data model comprises an identity centric data organization.

23. (Original) The computer program product of claim 22 wherein said identity is a customer identity.

24. (Currently Amended) The computer program product of claim ~~20~~ 29 wherein said

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information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

25. (Cancelled)

26. (Cancelled)

27. (Cancelled)

28. (Cancelled)

29. (Currently Amended) A computer program product for analyzing information in a first database, said first database organized according to a first data schema said computer program product comprising:

code for defining a virtual data model;

code for determining from the virtual data model a second data schema;

code for receiving as input a third data model definition;

code for creating a third database having a third data schema from the third data model;

code for creating a first mapping, that provides a translation for data from said first data schema to said second data schema;

code for creating a second mapping, that provides a translation for data from the second data schema to the third data schema;

code for selectively migrating information from at least one of the first database to the second database according to the first mapping, and the second database to the third database according to the second mapping;

The computer program product of claim 29 wherein the virtual data model comprises a reverse star schema; and

a computer readable storage medium for holding the codes.

30. (Cancelled)

31. (Currently Amended) The computer program product system of claim 30 40 wherein said virtual data model virtual schema meta-model comprises an identity centric data

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organization.

32. (Currently Amended) The ~~computer program product~~ system of claim 31 wherein said identity is a customer identity.

33. (Currently Amended) The ~~computer program product~~ system of claim ~~30~~ 40 wherein said information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

34. (Cancelled)

35. (Cancelled)

36. (Cancelled)

37. (Cancelled)

38. (Cancelled)

39. (Currently Amended) The A computer program product ~~of claim 1~~, further comprising:  
code for receiving a definition of a reverse star schema meta-model ~~schema~~;  
code for generating a data warehouse populated with the information from the source database and in accordance with the reverse star schema meta-model; and  
code for providing the data warehouse ~~in place of the~~ as a source database for creating the dynamically generated database;  
code for receiving a definition of at least one of a plurality of customer profile groups;  
code for receiving input indicating at least one quantity of interest in the information;  
code for receiving a definition for a data model;  
code for dynamically creating at least one generated database based upon the data model  
and configured to the quantity of interest, further comprising:  
code for creating at least one first dimension table based upon the data  
schema and the quantity of interest; and

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code for creating at least one fact table based upon the data schema and  
the quantity of interest and the information; and  
code for displaying at least a portion of the dynamically generated database; and  
a computer readable storage medium for containing the codes.

40. (Currently Amended) ~~The computer program product of claim 38~~ A system for  
visualizing information, said system comprising:

an OLAP server;

at least one data source;

a data warehouse;

at least one decision support computer, interoperable with said data  
warehouse, said at least one data source and said OLAP server;

wherein said decision support computer is operatively disposed to:

create a mapping based upon a virtual meta-model schema, said mapping  
providing a translation for data in said at least one data source to said  
data warehouse;

migrate said data from said at least one data source to said data warehouse  
according to said mapping; and

provide said data to said OLAP server for display, wherein the virtual meta-  
model schema is a reverse star schema.

41. (Currently Amended) ~~The computer program product system of claim 38~~ 40, wherein  
said decision support computer is operatively disposed to further comprising:

~~code for receiving~~ receive a selection of a targeted customer segment of interest as the  
quantity of interest;

~~code for generating~~ generate at least one of a plurality of targeted customer segment  
tables based upon the dynamically generated database; and

~~code for providing~~ provide the targeted customer segment tables to external applications.

42. (Currently Amended) The computer program product of claim ~~43~~ 40, wherein the code  
for dynamically creating at least one dynamically-generated database further  
comprises:

code for receiving an input from an on-line application processor (OLAP);

code for transforming the input into a database query based upon the data model; and

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code for providing information in response to the database query.

43. (New) A method for analyzing information in a first database, said first database organized according to a first data schema, comprising:  
defining a virtual data model;  
determining from the virtual data model a second data schema;  
receiving as input a third data model definition;  
creating a third database having a third data schema from the third data model;  
creating a first mapping, that provides a translation for data from said first data schema to said second data schema;  
creating a second mapping, that provides a translation for data from the second data schema to the third data schema; and  
selectively migrating information from at least one of the first database to the second database according to the first mapping, and the second database to the third database according to the second mapping;  
wherein the virtual data model comprises a reverse star schema.

44. (New) The method of claim 43 wherein said first data schema comprises a star schema.

45. (New) The method of claim 43 wherein virtual data model comprises an identity centric data organization.

46. (New) The method of claim 45 wherein said identity is a customer identity.

47. (New) The method of claim 43 wherein said information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

48. (New) A method, comprising:  
receiving a definition of a reverse star schema meta-model;  
generating a data warehouse populated with the information from the source database and in accordance with the reverse star schema meta-model;  
providing the data warehouse as a source database for creating the dynamically generated

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database;  
receiving a definition of at least one of a plurality of customer profile groups;  
receiving input indicating at least one quantity of interest in the information;  
receiving a definition for a data model;  
dynamically creating at least one generated database based upon the data model and  
configured to the quantity of interest, further comprising:  
creating at least one first dimension table based upon the data schema  
and the quantity of interest; and  
creating at least one fact table based upon the data schema and the  
quantity of interest and the information; and  
displaying at least a portion of the dynamically generated database.

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49. (New) The method of claim 48 further comprising generating a customer profile  
report and wherein the information comprises business performance measures, and  
wherein:

creating at least one first dimension table further comprises:  
creating a customer profile hierarchy; and  
creating at least one fact table further comprises:  
aggregating said business performance measures according to said  
customer profile hierarchy.

50. (New) The method of claim 48 further comprising generating an operation report, and  
wherein the information comprises business performance measures, and wherein:

creating at least one fact table further comprises:  
aggregating said business performance measures; and  
filtering said customer profiles.

51. (New) The method of claim 48 further comprising generating a customer behavior  
report, and wherein the information comprises customer records, and wherein:

creating at least one first dimension table further comprises:  
creating at least one of a plurality of customer profiling dimensions based upon  
the at least one of a plurality of customer profile groups received; and  
creating at least one fact table further comprises:  
aggregating customer records based on said at least one of a plurality of customer



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profiling dimensions.

52. (New) The method of claim 48 further comprising:  
creating a list of customers for each one of the plurality of customer profile groups;  
creating at least one intermediary data structure to manage the list of customers; and  
creating customer classification components in a meta model for each customer profile group.

53. (New) The method of claim 48, wherein dynamically creating at least one generated database further comprises:  
receiving an input from an on-line application processor (OLAP);  
transforming the input into a database query based upon the data model; and  
providing information in response to the database query.

54. (New) A method for visualizing information, comprising:  
creating a mapping based upon a virtual meta-model schema, the mapping providing a translation for data from at least one data source to a data warehouse;  
migrating data from the at least one data source to the data warehouse according to the mapping; and  
providing the data to the OLAP server for display, wherein the virtual meta-model schema is a reverse star schema.

55. (New) The method of claim 54, further comprising:  
receiving a selection of a targeted customer segment of interest as the quantity of interest;  
generating at least one of a plurality of targeted customer segment tables based upon the dynamically generated database; and  
providing the targeted customer segment tables to external applications.